

## **Il Mondo**

### **Staff wanted but only if already employed**

US consultant GLG in Italy focusing on gaming, luxury and TLC.

It is called the world's biggest expertise provider company, with more than 20,000 consulting deals a month. Now the New York-based Gerson Lehrman Group (GLG), with 15 offices in the world including two in Europe, starts up in Italy where it wants to grow by gaining new associates.

GLG's business is based on a global network of more than 200,000 managers, scientists, engineers, doctors and experts in law and finance who make their skills available through telephone consulting, one-on-one meetings, round tables, and reports on industries of interest to 850 final customers. These customers are industrial companies and banks, private equity funds, insurance companies, and NGOs.

In 2008, GLG generated \$284 million in turnover, up 25% on the previous year.

Andrew Goldman, the company's general manager, explains, "Each expert evaluates his own opportunity cost and decides on the fee that he wants to offer. The customers then decide if the figure is appropriate."

The members of GLG's so-called councils do not leave their main jobs, but with their employer's authorization, they provide consulting services in their free time, and it is not necessary to commit in advance to a certain amount of hours.

As for Italy, the objective is to strengthen the network of experts mainly in telecommunications, luxury goods, and gaming and online betting, areas that GLG considers particularly promising.

Mr Goldman explains, "From the new recruitment center in Dublin we will contact academic institutions, companies, and consulting firms. And then we rely on word of mouth."

In Italy, the company already has 300 specialists, including Bruno Cova, partner in the law firm Paul Hastings in Milan and former chief legal adviser for then Parmalat extraordinary commissioner Enrico Bondi, and Roberto Saracco, head of Future Center & Technical Communications at Telecom Italia.

Also Claudio Rocchietta, formerly of Ferruzzi and Eridania, today an entrepreneur in biodiesel (Biofuels Partners and Oxem), and Raffaele Antonelli Incalzi, full professor of clinical medicine and geriatrics at the Biomedical University Campus in Rome and head physician of hemodynamics and cardiology at San Raffaele in Milan.

*Chiara Brusini*